

## ABSTRACT

A projector capable of performing color adjustment through a display mode which reduces the occurrence of color contrast phenomena. A main microcontroller (70), which 5 determines a boundary position for dividing the display into a first area and a second area, and a switch control unit (56) switch the output of an output selector (55) according to pixel positions, so that image signals of a part of an image to be displayed in the first area are converted by a 10 color conversion LUT (52) before being output, while image signals of a remaining part of the image to be displayed in the second area are directly output.